MARLBORO HISPANIC COMMUNITY EVENT NEWSPAPER PLAN

EVENT/MARKET/DATE NEWSPAPERS	PUB DAY	CIRC	DIM	COLS	TOTAL COL IN	OPEN RATE	COLOR CHARGE	2-COLOR CHARGE	FULL PAGE RATE	FULL PAGE 2/C RATE	# OF INS	TOTAL COST FP 2/C	INS. DATES
La Informacion	THR	84.0	10.25 x 14	6	84	$25.00	$125.00	$250.00	$2,100.00	$2,350.00	2	$4,700.00	5/16, 5/23
La Buena Suerte	FRI	75.0	10 1/4 X 14	6	84	$25.00	$125.00	$250.00	$2,100.00	$2,350.00	1	$2,350.00	5/24
El Mexico	THR	56.3	13 x 21	6	126	$20.00	$150.00	$300.00	$2,520.00	$2,820.00	1	$2,820.00	5/23
La Voz	WED	56.0	13 X 21	6	126	$23.00	$250.00	$400.00	$2,898.00	$3,298.00	1	$3,298.00	5/22
Que Onda	tue	30.0	10 xX 12.5	6	72	$20.00	$108.00	$216.00		$1,656.00	1	$1,656.00	
HOUSTON TOTAL		396.3							$12,023.00	$15,169.00	8	$20,214.00	
116th STREET FESTIVAL NEW YORK/June 8													
El Especial	WED	78.0	10.5 X 13	4	52	$40.00	$150.00	$300.00	$2,080.00	$2,480.00	1	$2,480.80	6/5
El Diario/La Prensa	SUN-FRI	60.0	9 13/16 X 13 1/2	6	81	$47.25	$350.00	$450.00	$3,827.25	$4,277.25	3	$12,831.75	6/2, 6/5, 6/7
La Voz Hispana	WED	58.0	9.75 X 14	4	56	$30.36	$250.00	$500.00	$1,700.00	$2,200.00	1	$2,200.00	6/5
Impacto Latin News	WED	53.0	10 X 14	5	70	$42.00	$250.00	$500.00	$2,940.00	$3,440.00	1	$3,440.00	6/5
Continental	THR	38.0	10 X 14	5	70	$35.00	$100.00	$200.00	$2,450.00	$2,650.00	1	$2,650.00	6/6
Noticias Del Mundo	DLY M-F	32.0	13 X 21	6	126	$21.46	$300.00	$450.00	$2,703.96	$3,153.96	1	$3,153.96	6/7
NEW YORK TOTAL		317.0							$16,701.21	$19,181.21	8	$26,738.71	
FORT BLISS SUMMERFEST EL PASO/August 11													
El Dia de Juarez & Diario De Chihuahua	DAILY	95.0	13 X 21	6	126	$13.00	$160.00	$320.00	$2,184.00	$2,504.00	2	$5,008.00	8/8, 8/9
Vecinos	THUR	39.0	13 x 22 1/5	6	133.5	$17.44	$228.00	$285.00	$2,328.24	$2,613.24	1	$2,613.24	8/8
Norte de Ciudad Juarez	DAILY	23.0	13 x 21	6	126	$14.00	$100.00	$200.00	$1,764.00	$1,964.00	1	$1,964.00	8/9
EL PASO TOTAL		157.0							$6,276.24	$7,081.24	4	$9,585.24	
L.A. COUNTY FAIR POMONA,CA/September 8													
Tu Mundo	THR	340.0	10 X 12	5	60	$60.92	$350.00	$700.00	$4,855.20	$5,555.20	2	$11,110.40	8/29, 9/5
Wave Newspaper Group	WED	317.7	13 X 21.5	6	129	$75.00	$427.95	$824.20	$9,675.00	$10,499.20	2	$20,998.40	8/28, 9/4
La Opinion	DAILY	100.0	13 X 21.5	6	129	$30.95	$320.00	$635.00	$3,915.15	$4,450.15	3	$13,350.45	8/3, 9/5, 9/6
Eastern Group Publications	THR	78.0	13 x 21	6	126	$23.50	$140.00	$280.00	$2,961.00	$3,241.00	2	$6,482.00	9/5
Excelsior	FRI	54.5	10.25 x 12.5	5	62.5	$27.18	$330.00	$660.00	$1,698.75	$2,358.75	2	$4,717.50	9/6
La Voz Libre	THR	44.5	10 3/16 X 16	5	80	$15.00	$160.00	$320.00	$1,200.00	$1,520.00	1	$1,520.00	9/5
Azteca	WED	36.0	13 X 21.5	6	129	$15.00	$200.00	$400.00	$1,935.00	$2,335.00	1	$2,335.00	9/4
Union Hispana	FRI	35.0	10.5 X 13	5	65	$18.46	$100.00	$200.00	$1,199.25	$1,399.25	1	$1,399.25	9/6
El Economico	WED	33.5	10 x 13	5	65	$20.22	$250.00	$360.00	$1,314.30	$1,614.30	1	$1,614.30	9/4
POMONA TOTAL		1037.0							$26,763.65	$32,972.86	15	$83,521.30	
ARIZONA STATE FAIR PHOENIX/October													
El Ave Phoenix	MON(2x mon)	35.0	10 x 12 1/4	6	61.25	$22.04	$100.00	$150.00	$1,350.00	$1,500.00	1	$1,500.00	
El Sol de Arizona	FRI	25.0	13 x 21	6	126	$10.40	$135.00	$270.00	$1,310.40	$1,580.40	1	$1,580.40	
PHOENIX TOTAL		60.0							$2,660.40	$3,080.40	2	$3,080.40	
RAICES FESTIVAL ORLANDO/October 27													
La Gaceta*	FRI	25.0	10 X 16.5	5	82.5	$8.50	$125.00	$250.00	$701.25	$951.25	1	$951.25	10/25
Latino Internacional	THR	21.0	10 1/4 X 16	4	64	$20.00	$120.00	$240.00	$1,280.00	$1,520.00	1	$1,520.00	10/24
El Nuevo Siglo*	THR	18.0	10 1/4 X 16	6	96	$8.00	$100.00	$200.00	$768.00	$968.00	1	$968.00	10/24
ORLANDO TOTAL		64.0							$2,749.25	$3,439.25	3	$3,439.25	

*Tampa papers

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MARLBORO HISPANIC COMMUNITY EVENT NEWSPAPER PLAN

EVENT/MARKET/DATE NEWSPAPERS	PUB DAY	CIRC	DIM	COLS	TOTAL COL IN	OPEN RATE	COLOR CHARGE	2-COLOR CHARGE	FULL PAGE RATE	FULL PAGE 2/C RATE	# OF INS	TOTAL COST FP 2/C	INS. DATES
PAN AMERICAN FESTIVAL MIAMI/November 10													
El Nuevo Herald	DAILY	102.2	13 X 21	6	126	$40.75	$695.00	$824.00	$5,134.50	$5,958.50	4	$23,834.00	11/3, 11/5, 11/7, 11/8
Extra!	WED	97.7	10 X 13	5	65	$24.45	$206.00	$295.00	$1,589.25	$1,884.25	2	$3,768.50	10/30, 11/6
Diario Las Americas	TUES-SUN	68.8	13 X 21	6	126	$30.00	$400.00	$700.00	$3,780.00	$4,480.00	3	$13,440.00	11/3, 11/7, 11/9
El Nuevo Patria	THR	28.8	10 X 16	6	96	$14.35	$95.00	$180.00	$1,377.60	$1,557.60	1	$1,557.60	11/7
La Voz De La Calle	FRI	20.0	10 1/2 X 17	6	102	$10.00	$100.00	$200.00	$1,020.00	$1,220.00	1	$1,220.00	11/8
MIAMI TOTALS		316.5							$12,901.35	$15,100.35	11	$43,820.10	
LOS TEMERARIOS CONCERT SAN JOSE/November 30													
El Mensajero	WED	75.0	10 13/16 X 13	5	65	$52.00	$400.00	$600.00	$3,380.00	$3,980.00	1	$3,980.00	11/27
Alianza Metro News	WED	36.0	13 X 21	6	126	$22.58	$150.00	$300.00	$2,821.14	$3,121.14	1	$3,121.14	11/27
Tiempo Latino	WED	35.0	13 X 21	6	126	$15.00	$225.00	$500.00	$1,890.00	$2,390.00	1	$2,390.00	11/27
El Bolsenio News	WED	30.0	13 X 21	6	126	$22.00	$225.00	$450.00	$2,772.00	$3,222.00	1	$3,222.00	11/27
El Observador	WED	23.0	13 X 21	6	126	$22.80	$175.00	$350.00	$2,872.80	$3,222.80	1	$3,222.80	11/27
La Oferta Review	WED/SAT	20.5	13 X 21	6	126	$30.00	$175.00	$300.00	$3,780.00	$4,080.00	1	$4,080.00	11/27
Horizontes	FRI	20.0	10 13/16 X 13	5	65	$17.00	$150.00	$300.00	$1,105.00	$1,405.00	1	$1,405.00	11/28
El Reportero	FRI	20.0	10 X 16	6	96	$14.00	$150.00	$300.00	$1,344.00	$1,644.00	1	$1,644.00	11/28
San Francisco Latino	WED	20.0	10 13/16 X 14	5	70	$17.00	$200.00	$400.00	$1,190.00	$1,590.00	1	$1,590.00	11/27
La Voz Latina	WED	20.0	13 X 21	6	126	$18.00	$175.00	$350.00	$2,268.00	$2,618.00	1	$2,618.00	11/27
SAN JOSE TOTAL		301.5							$23,422.94	$27,172.94	10	$27,172.94	
GRAND TOTALS		#REF!							#REF!	196302	86	$301,269.04	

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MARLBORO HISPANIC COMMUNITY EVENT NEWSPAPER PLAN

EVENT/MARKET/DATE NEWSPAPERS	PUB DAY	CIRC	DIM	COLS	TOTAL COL IN	OPEN RATE	COLOR CHARGE	2-COLOR CHARGE	FULL PAGE RATE	FULL PAGE 2/C RATE	# OF INS	TOTAL COST FP 2/C	INS. DATES
CARNAVAL SUPERBAND CONCERT MIAMI/March 3													
Diario Las Americas	TUES-SUN	66.6	13 X 21	6	126	$30.00	$400.00	$700.00	$3,780.00	$4,480.00	1	$4,480.00	3/1
La Voz De La Calle	FRI	20.0	10 1/2 X 17	6	102	$10.00	$100.00	$200.00	$1,020.00	$1,220.00	1	$1,220.00	3/1
El Latino de Broward	FRI	21.0		6	132	$11.15	$95.00	$145.00		$1,616.00	1	$1,616.00	3/1
La Prensa Centroamericana	FRI		13 X 21.25	6		$11.80				$1,000.42	1	$1,000.42	3/1
MIAMI TOTALS		88.6							$4,800.00	$8,316.42	4	$8,316.42	
CALLE OCHO FESTIVAL MIAMI/March 10													
El Nuevo Herald	DAILY	102.2	13 X 21	6	126	$40.75	$695.00	$824.00	$5,134.50	$5,958.50	2	$11,917.00	3/1, 3/3
Diario Las Americas	TUES-SUN	66.6	13 X 21	6	126	$30.00	$400.00	$700.00	$3,780.00	$4,480.00	1	$4,480.00	3/3
Imagen Latino America			20 3/4 X 13				$50.00	$100.00		$2,100.00	1	$2,100.00	
MIAMI TOTALS		170.8							$8,914.50	$10,438.50	3	$18,497.00	
CAÑONAZO PRIMAVERAL CHICAGO/April 28													
La Raza	THR	150.0	10 13/16 X 13	5	65	$51.00	$300.00	$500.00	$3,315.00	$3,815.00	2	$7,630.00	4/11, 4/18
Lawndale News	THR	150.0	10 X 13	5	78	$45.00	$125.00	$250.00	$3,510.00	$3,760.00	2	$7,520.00	4/11, 4/18
Extra	THR	71.0	10 13/16 X 14	5	70	$35.71	$300.00	$450.00	$2,499.70	$2,949.70	1	$2,949.70	4/18
Extra	THR	50.6	10 13/16 x 13	5	65	$46.15	$225.00	$435.00	$3,000.00	$3,435.00	1	$3,435.00	4/18
El Dia	FRI	30.0	10.5 X 14	5	70	$18.20	$145.00	$293.00	$1,274.00	$1,564.00	1	$1,564.00	4/19
El Imparcial	THR	25.4	10 1/4 X 13	5	65	$15.35	$150.00	$309.00	$997.75	$1,297.75	1	$1,297.75	4/18
Mundo Hispano	FRI	20.0	10 1/4 X 14	5	70	$12.50	$100.00	$200.00	$875.00	$1,075.00	1	$1,075.00	4/18
Chicago Deportivo	THR	11.9	10.25 X 16	6	96	$8.50	$100.00	$200.00		$916.00	1	$916.00	4/18
El Momento	THR	20.9								$1,525.00	1	$1,525.00	4/18
El Heraldo	THR	15.0	15.25 X 10.25	5	78	$10.46	$100.00	$200.00		$1,539.88	1	$1,539.88	4/18
CHICAGO TOTALS		543.0							$15,471.44	$21,877.33	9	$29,452.33	
L.A. FIESTA BROADWAY LOS ANGELES/April 28													
Tu Mundo	THR	340.0	10 X 12	5	60	$80.92	$350.00	$700.00	$4,855.20	$5,555.20	2	$11,110.40	4/18, 4/26
Wave Newspaper Group	WED	317.7	13 X 21.5	6	129	$75.00	$427.95	$824.20	$9,675.00	$10,499.20	1	$10,499.20	4/17
La Opinion	DAILY	100.0	13 X 21.5	6	129	$30.35	$320.00	$535.00	$3,915.15	$4,450.15	3	$13,350.45	4/23, 4/25, 4/26
Eastern Group Publications	THR	76.0	13 x 21	6	126	$23.60	$140.00	$280.00	$2,961.00	$3,241.00	1	$3,241.00	4/25
Excelsior	FRI	54.3	10.25 x 12.5	5	62.5	$27.18	$330.00	$660.00	$1,698.75	$2,358.75	1	$2,358.75	4/26
La Voz Libre	THR	44.5	10 3/16 X 16	5	80	$15.00	$160.00	$320.00	$1,200.00	$1,520.00	1	$1,520.00	4/25
Azteca	WED	36.0	13 X 21.5	6	129	$15.00	$200.00	$400.00	$1,935.00	$2,335.00	1	$2,335.00	4/24
Union Hispana	FRI	35.0	10.5 X 13	5	65	$18.45	$100.00	$200.00	$1,199.25	$1,399.25	1	$1,399.25	4/26
El Economico	WED	33.6	10 x 13	5	65	$20.22	$250.00	$300.00	$1,314.30	$1,614.30	1	$1,614.30	4/24
LOS ANGELES TOTAL		1037.0							$25,753.65	$32,972.85	12	$47,428.35	
ROMPIENDO BARRERAS HOUSTON/May 25													
Semana	WED	125.0	10 5/16 x 13	5	65	$37.00	$160.00	$290.00	$2,405.00	$2,695.00	2	$5,390.00	5/15, 5/22

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